

Quick and Inexpensive Lunchroom Makeover Ideas

Dr. Brian Wansink

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Encouraging students to participate in the school lunch program and to partake of the healthy choices available to them improves their health and your bottom line. Here are some quick, easy, effective low- and no-cost interventions to "nudge" students toward these options:

Remember: YOU make the difference. Make a change. Be a hero.

Promote healthy options: If diners notice what you offer, they are MUCH more likely to buy it.

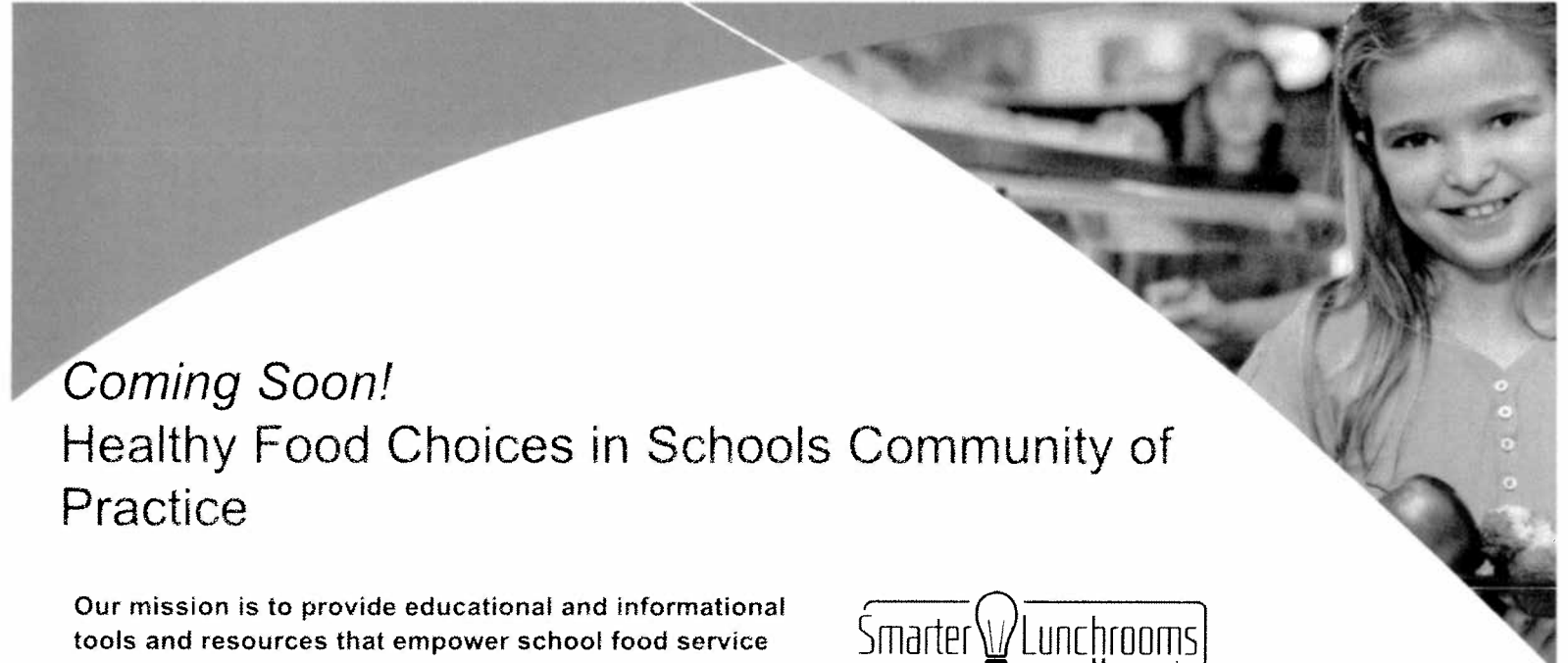
- Post menus BEFORE the students are in line for the hot entrée. List fresh-made salads, sandwiches, and yogurt parfaits before hot entrees.
- Inform students about how many fruits and vegetables come with their meal.
- Place salads and subs on eye-level in cooler. Make them easy to access.
- Place handheld fruits and veggie packs in an attractive, easy-to-reach bowl near the cashier. Wrap apples, pears, and other non-peelable fruits in cellophane for cleanliness.
- Spotlight fruits and veggies with small lamps or accent lighting.
- Place healthy snacks (fruits, low-fat chips, whole-grain cookies) at eye level.
- Use colorful, attractive signs to draw attention to "fresh fruit/subs/salads today!"
- Convenience sells: let diners jump ahead in line to take grab-and-go salads and subs.
- Cover ice cream coolers with an opaque lid. Place fruit juices and other healthy frozen options beside the ice creams.
- Place treats behind the counter so that students must ask for them.
- Place fruits, veggies, salads, and subs where students can grab-and-go.
- Make 50% of milk white. Place white milk in front of flavored milks. Keep milk cold.
- Rename items to add interest and "zest." Ex.: "savory" coleslaw or "spiced" rice.
- Serve all meals before beginning snack sales.

Train servers and cashiers to help diners make healthy choices.

- Suggestive sell: ask diners "which" veggie they want or "if they want more veggies."
- Be helpful: prompt diners to grab a fruit or veggie side when their meal is incomplete.

Sing your own praises: Let customers know what you are doing to promote healthy eating.

- Inform parents, staff, and students of the healthy options available in the lunchroom



Coming Soon!

Healthy Food Choices in Schools Community of Practice

Our mission is to provide educational and informational tools and resources that empower school food service directors and staff, school administrators, teachers, health professionals, and after-school programs to make changes that encourage children to make healthier food selections in school food environments without undermining revenue. Given the role parents and the children themselves have in the food choices they make, the Community of Practice will also develop and make available tools and resources that they can use to improve nutrition at school and at home.

Our Focus

- Encourage kids to eat healthy foods
- Stimulate participation with simple and effective school lunchroom changes
- Support revenue stability in school cafeterias
- Help to develop healthy parent-child nutrition dialogues
- Facilitate effective school-parent communication

For More Information



www.facebook.com/HealthyFoodChoicesinSchoolsCoP



Our Principles based on Smarter Lunchroom Movement initiatives

- **It's not nutrition until it's eaten!**
- **Preservation of choice instead of restrictions**
- **Information and resources applicable and relevant nationwide**

Resources

- **Ask an Expert:** speedy, knowledgeable answers to your questions
- **Short Articles** on relevant, interesting, and informative topics
- **News** collection of relevant news sources in one location
- **'How To' Sheets** to facilitate the execution of Community of Practice initiatives
- **Tip Sheets** to provide helpful hints in an easy to read and fun way
- **Testimonials** to communicate success stories from participating lunchrooms

Cornell University B.E.N. Center Behavioral Economics in Child Nutrition Programs

Ongoing School Research Projects

Waverly School District
Wayne County School District
Corning School District
Horseheads School District
Campbell-Savona School District
Addison School District
New York City School District
Onondaga School District
Syracuse City School District
Dallas Independent School District
Ganada School District
Berea School District



Key Discoveries at a Glance:

Past Research Studies Show

- Moving fresh fruit to a prominent and attractive location -- such as a colorful fruit bowl or display near the register -- **doubles** fruit sales.
- Giving catchy new names to vegetables increases sales by nearly 50%.
- Moving the salad bar to a central location increases sales by over 200% within two weeks.
- The first entrée is 11% more likely to be taken than the third... so place **healthy foods first**.
- Suggestive selling increases fruit sales by 70%.
- Sectioning fruit increases fruit sales by 30%.
- Offering a choice of two veggies increases vegetable consumption from 69% to 91%.



Smarter Lunchroom Best Practice Evaluation & Implementation Guide

	Objective A Increasing the number of Students that select Fruit	Objective B Increasing the number of Students that select Vegetables	Objective C Increasing the number of Students that select White Milk	Objective D Increasing the number of Students that select Targeted Entrée	Objective E Increasing the number of Students that select Reimbursable Meals
A	Display Fruit on all lunch lines in 2 locations. 1 location should be near the register ¹ .	Give Vegetables creative/descriptive names and display names next to or with Vegetables on the line	Place White Milk first in the lunchroom coolers, in front of sugar added beverages.	Make the Entrée with the greatest nutrient density the first or most prominent in the lunch line.	Place components of BM at snack windows. Add an RM grab and go ² bag to the window.
B	Display whole Fruit in a bowl or basket instead of a stainless steel bin or tray.	Display the age targeted creative/descriptive names on posters or menu boards outside the cafeteria.	Place White Milk in every cooler in the lunchroom.	Give the Entrée an age targeted creative/descriptive name and display it with the Targeted Entrée .	Move all "competitive snack foods" (chips, cookies, etc) behind the serving counter in the regular lunch line so they are available by request only.
C	Employ signs and verbal prompts to draw attention to and encourage kids to buy Fruit .	Create a student SNAC committee responsible for the naming of and signage for Vegetables .	Make sure White Milk accounts for at least 1/3 of all the Milk displayed in the lunchroom coolers.	Display the new and creative/descriptive name on a placard outside the cafeteria (SNAC Committee).	Create a "healthy items" only convenience line stocked with all types of milk, fruits, veggies, grab & go sandwiches & the lowest fat/lowest sodium Entrée items.
Action Items					

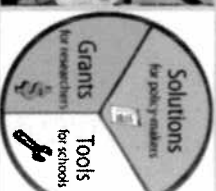
*1*Some schools may be required to place fruits with edible peels (i.e. apples) behind a sneeze guard. If so, consider wrapping or cutting them up and placing them in baggies, before placing them in the optimal location.
*2*Student Nutrition Action Committee. If you have one.
*4*As long as kids can choose not to take the grab and go bag, you can assemble on RM without sacrificing Offer vs. Serve.
*5*Don't include the snacks, desserts or competitive foods on this line.
*6*Existing snack lines or windows can often be converted to a healthy choices line.

B.E.N. Center Co-Directors Dr. Brian Wansink and Dr. David Just



The B.E.N. Center

We help researchers, food service directors, and policy makers design sustainable, research-based, low- and no-cost changes to lunchrooms that subtly "nudge" students to make healthier choices at meals. By sponsoring research and designing outreach programs, our Center provides proven win-win strategies that help students and are easy and profitable for schools to implement.



Smarter Lunchrooms Movement

The ideal, "smartest" lunchroom leads children to make healthy choices in the face of tempting less-healthy options, reaching these three goals:

- Improve the nutritional content of meals children are selecting
- Keep participation up
- Keep costs down

The Matrix was developed to provide choice and to further define the Smarter Lunchroom Principles to facilitate application in multiple settings and school environments across the nation.



Learn More:

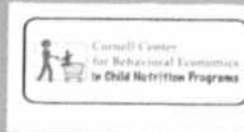
SmarterLunchrooms.org BEN.dyson.cornell.edu

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OUR FOCUS:

- ◆ ENCOURAGE KIDS TO EAT HEALTHY FOODS
- ◆ STIMULATE PARTICIPATION IN SCHOOL LUNCH PROGRAMS
- ◆ SUPPORT REVENUE STABILITY IN SCHOOL CAFETERIAS
- ◆ HELP TO DEVELOP HEALTHY PARENT-CHILD NUTRITION DIALOGUES
- ◆ FACILITATE EFFECTIVE SCHOOL-PARENT COMMUNICATION

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Become a Smarter Lunchrooms Expert and **EARN 2 SNA CEUs!**



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<http://smarterlunchrooms.org/training>

(Click on "Take the 2hr Training Module")